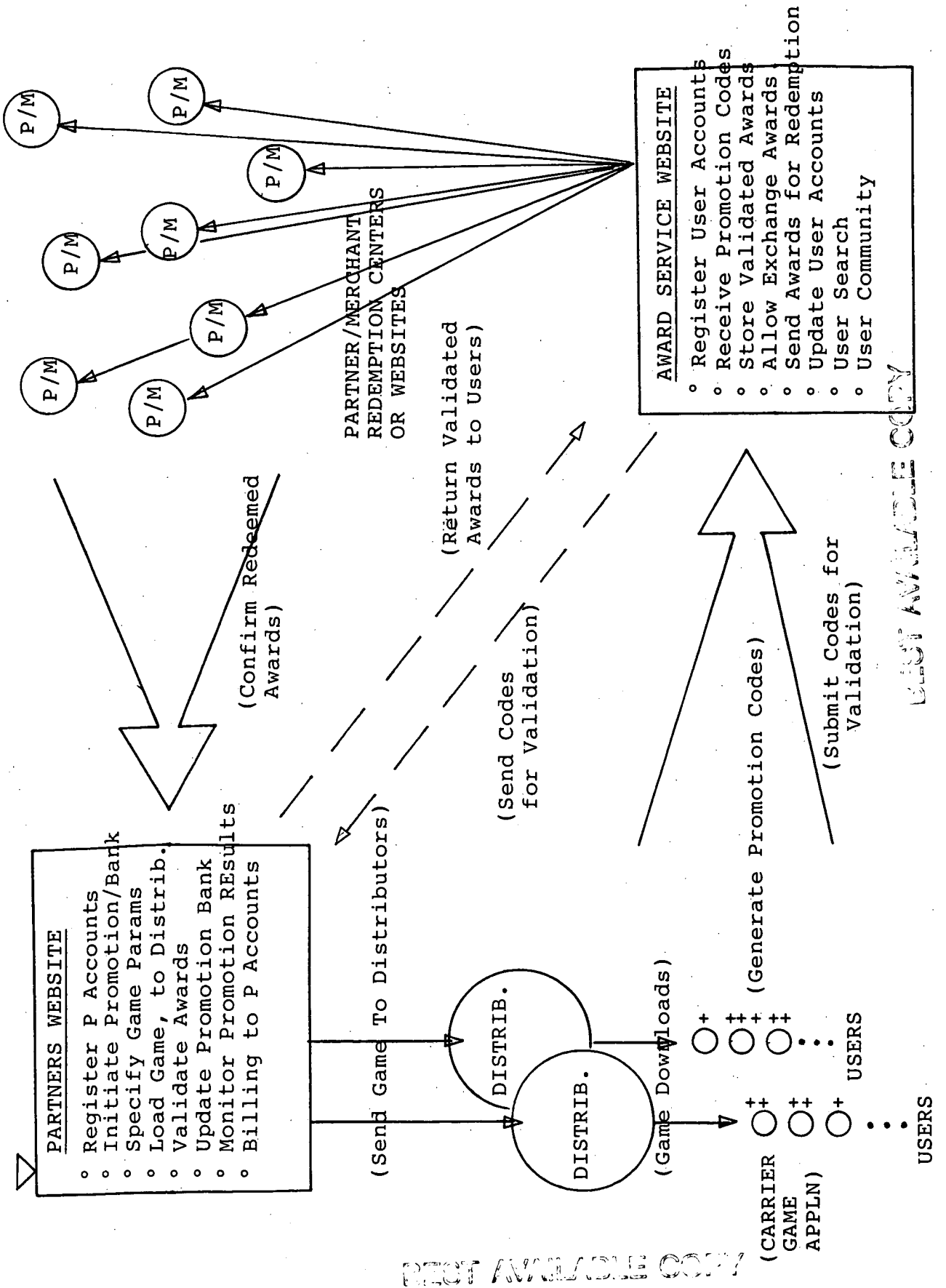


FIG. 1

Partners



BEST AVAILABLE COPY

FIG. 2

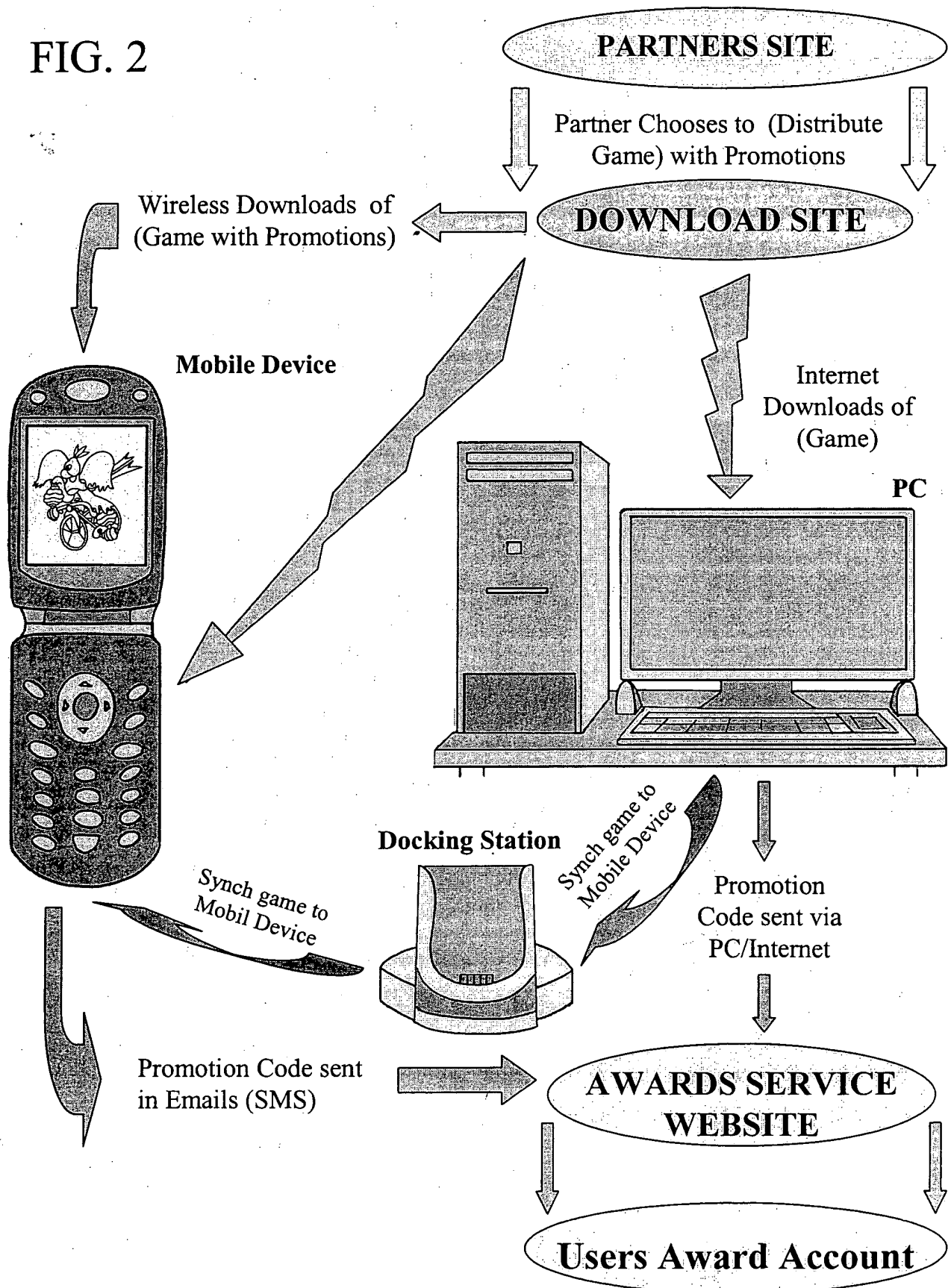


FIGURE 3A

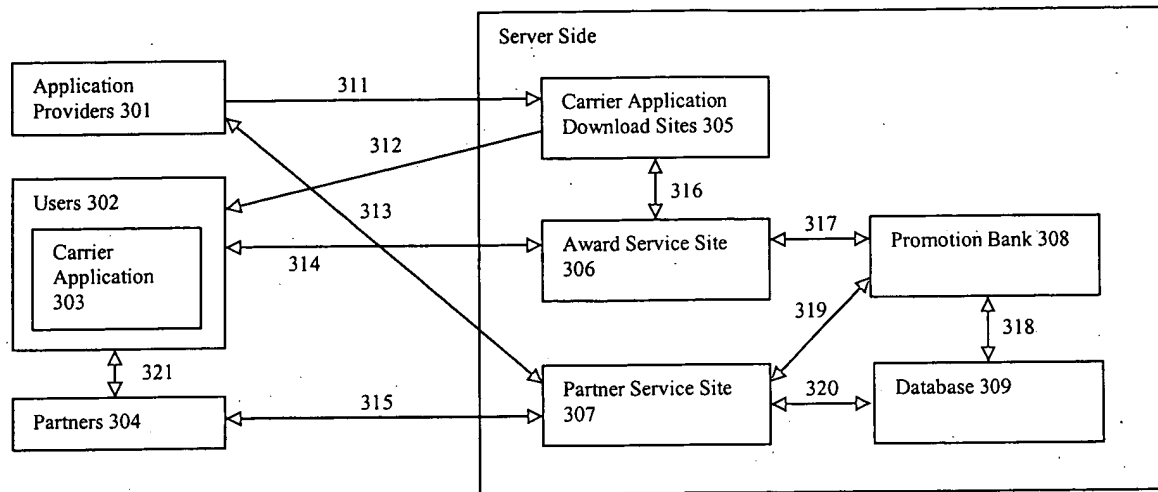


FIGURE 3B

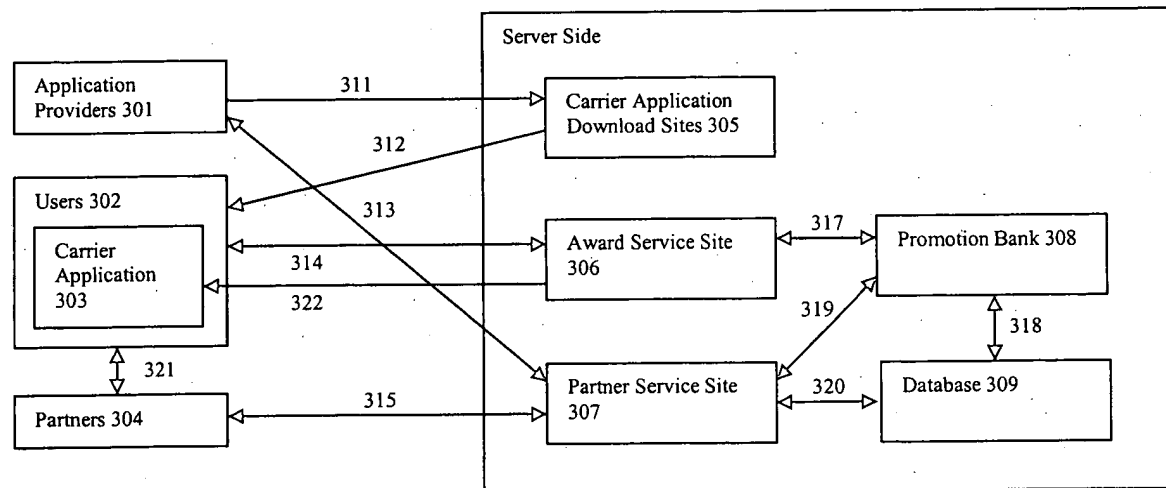


FIGURE 3C

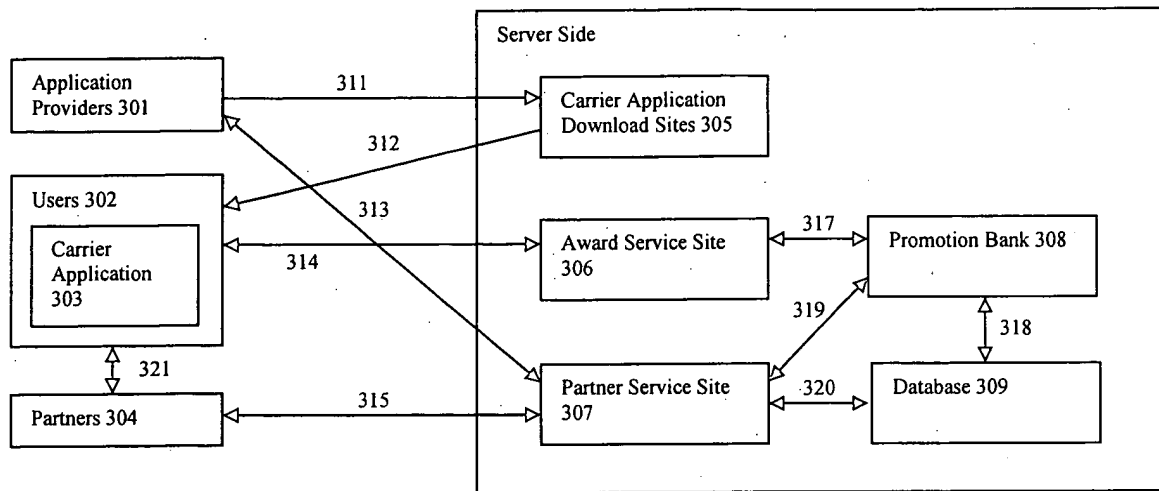


FIGURE 4A

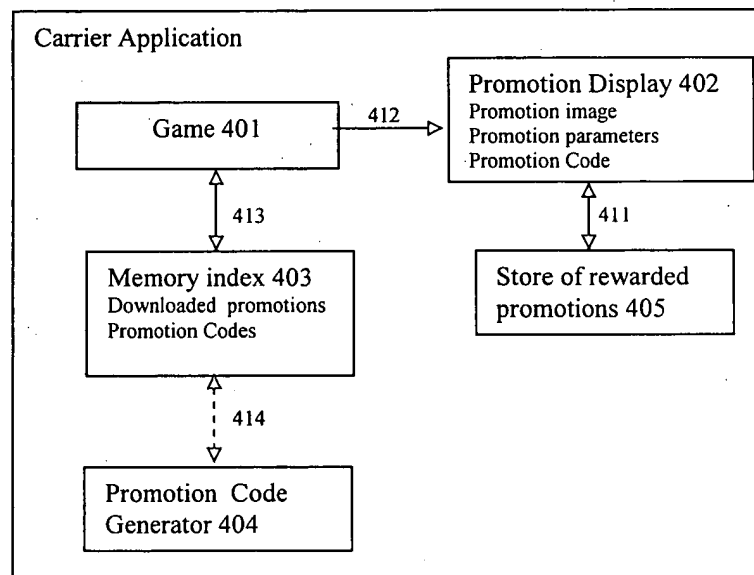


FIGURE 4B

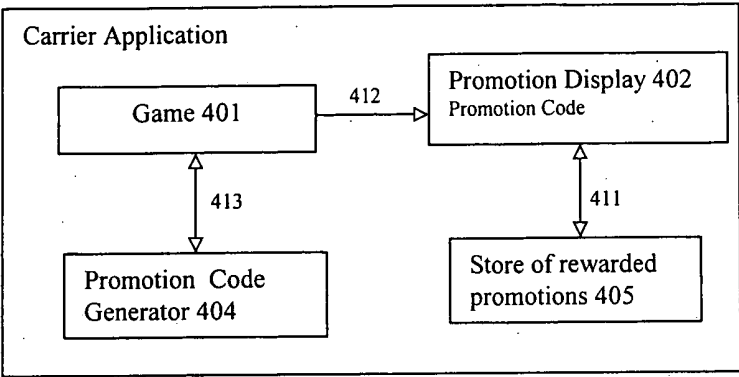


FIGURE 5

20 character long alphanumeric string: ZZZZZ-ZZZZZ-ZZZZZ-ZZZZZ

104 digit long binary number

Length	1	21	8	16	4	3	1	7	3	1	31	8
Content	0	Checksum	Application type	Application copy ID	User ID	User age	User gender	User location	User device type	Promotion type	Promotion ID	Difficulty level

FIGURE 6

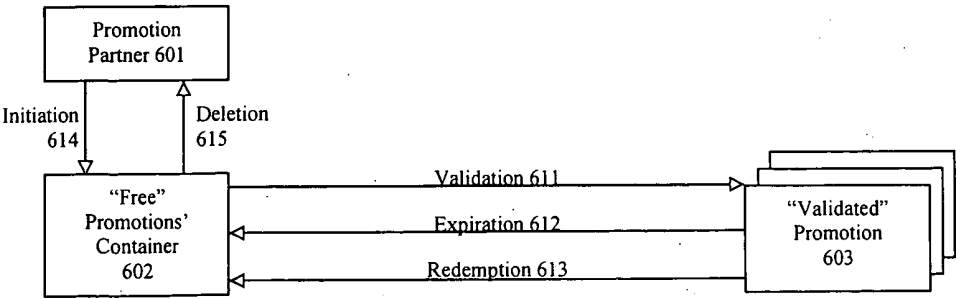


FIGURE 7A

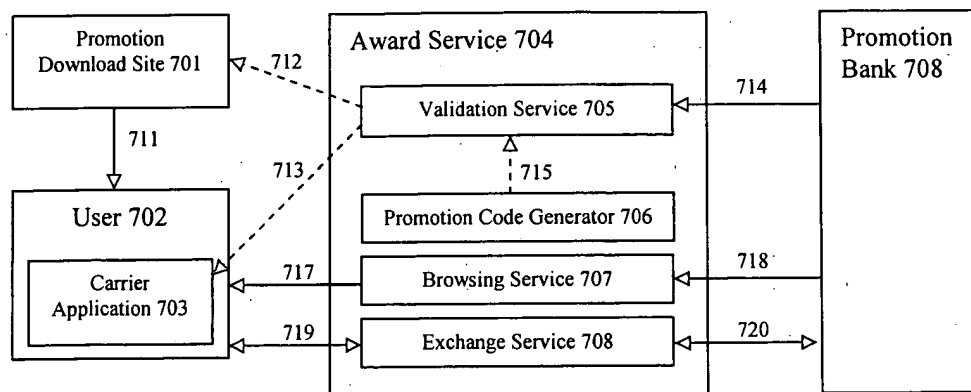


FIGURE 7B

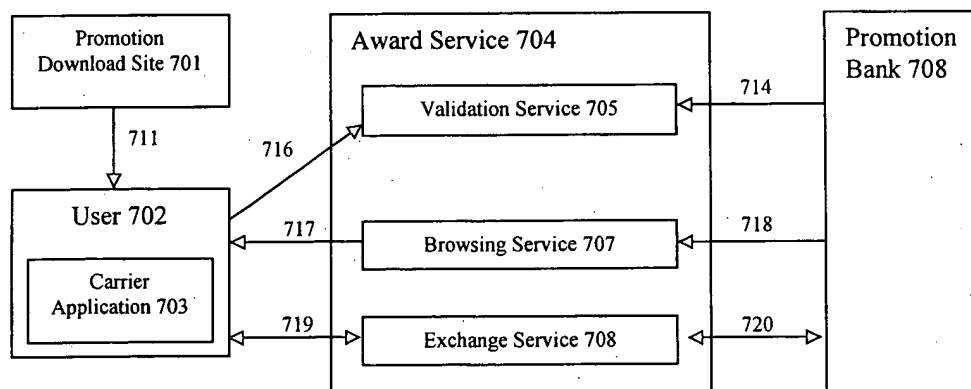


FIGURE 8

